



The Power of Advertising

Did you know that most kids see over 10,000 food advertisements every year? Most of those advertisements are for snacks, sweets, and soft drinks. Advertisers want you to buy their products or ask your parents to buy them for you.

They have many ways to try to get kids to buy or ask for their products. You might want to try some of these when you create your advertisement.

Jingle/Slogan: a song or phrase that helps you remember a product.

Cartoon Characters: an animated character that promotes a product.

Star Power: a celebrity (like a movie star, a model, a football player) who says he or she uses the product.

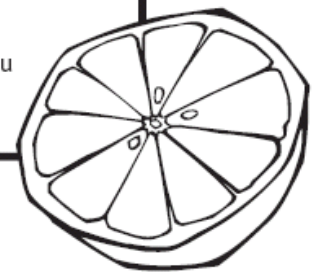
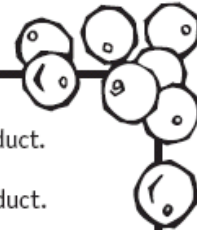
Wannabe Appeal: "wannabe" means "I want to be." The product promises to make you be the way you want, like stronger, healthier, richer, more popular, or happier.

Latest Greatest: everybody loves it and wants it. Don't be left out!

Sensory Appeal: it tastes good, looks good, smells good, or feels good.

Better Than: this product is better than other brands of the same product.

Dollar Power: you will save money or get something free if you buy this product.



Be An **Ad-
Buster!**

Eat Smart Be Smart